

#11

FORM PTO 1449 TRADEMARK OFFICE 9623-656 MAY 20 2004	SERIAL NO. 09/765,270	CASE NO. 9623/656
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b> (use several sheets if necessary)	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
	APPLICANT(S): William Grosss	

**REFERENCE DESIGNATION                    U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	B1 5,794,210	08/11/1998	Goldhaber, et al.		
	B				

duplicate  
IDS 3/18/04
**FOREIGN PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
	B2 WO 97/22066 A1	06/19/1997	WIPO		
	B3 WO 00/16218 A1	03/23/2000	WIPO		
	B				

duplicate  
IDS 3/18/04

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	B4	Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
	B5	Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
	B6	Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
	B7	Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr.</i> , 1997, pp. 122-131.
	B8	Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
	B9	"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
	B10	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

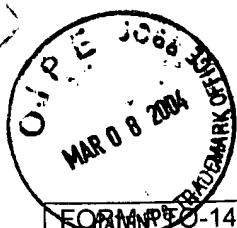
duplicate  
IDS 3/18/04duplicate  
IDS 3/18/04duplicate  
IDS 3/18/04**RECEIVED**

MAY 24 2004

**GROUP 3600**

EXAMINER	DATE CONSIDERED <b>5/20/04</b>
----------	--------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



#8

FORM MPEP-1449	SERIAL NO. 09/765,270	CASE NO. 9623/656
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
	APPLICANT(S): William Gross	

**REFERENCE DESIGNATION                    U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1 5,659,732	08/19/97	Kirsch		
	A2 5,664,115	09/02/97	Fraser		
	A3 5,704,060	12/30/97	Del Monte		
	A4 5,717,923	02/10/98	Dedrick		
	A5 5,724,424	03/03/98	Gifford		
	A6 5,724,521	03/03/98	Dedrick		
	A7 5,724,524	03/03/98	Hunt et al.		
	A8 5,748,954	05/05/98	Maudlin		
	A9 5,752,238	05/12/98	Dedrick		
	A10 5,768,521	06/16/98	Dedrick		
	A11 5,778,367	07/07/98	Wesinger et al.		
	A12 5,794,210	08/11/98	Goldhaber, et al.		
	A13 5,826,241	10/20/98	Stein, et al.		
	A14 5,848,397	12/08/98	Marsh, et al.		
	A15 5,848,407	12/08/98	Ishikawa, et al.		
	A16 5,852,820	12/22/98	Burrows		
	A17 5,855,008	12/29/98	Goldhaber, et al.		
	A18 5,862,223	01/19/99	Walker et al.		
	A19 5,864,845	01/26/99	Voorhees, et al.		
	A20 5,864,846	01/26/99	Voorhees, et al.		
	A21 5,903,882	05/19/99	Asay et al.		
	A22 5,918,014	06/29/99	Robinson		
	A23 5,920,854	07/06/99	Kirsch, et al.		
	A24 5,920,859	07/06/99	Li		
	A25 5,930,777	07/27/99	Barber		
	A26 5,945,975	08/31/99	Lundrigan et al.		
	A27 6,078,866	06/20/00	Buck et al.		
	A28 6,078,916	06/20/00	Culliss		
	A29 6,128,599	10/03/00	Walker et al.		
	A30 US 6,185,558 B1	02/06/01	Bowman et al.		
	A31 US 6,269,361 B1	07/31/01	Davis et al.		
	A32 US 2001/0014868 A1	08/16/01	Herz et al.		
	A33 US 6,278,966 B1	08/21/01	Howard et al.		
	A34 US 6,285,987 B1	09/04/01	Roth et al.		
	A35 US 6,286,005 B1	09/04/01	Cannon		
	A36 US 6,311,185 B1	10/30/01	Markowitz et al.		

EXAMINER <i>James S. McClellan</i>	DATE CONSIDERED <i>5/25/04</i>
------------------------------------	--------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449

SERIAL NO.

09/765,270

CASE NO.

9623/656

**PATENT LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT'S INFORMATION DISCLOSURE  
STATEMENT**

FILING DATE

Jan. 18, 2001

GROUP ART UNIT

3627

(use several sheets if necessary) APPLICANT(S): William Gross

**REFERENCE DESIGNATION****U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>JR</i>	A37 US 6,366,918 B1	04/02/02	Guttman et al.		
<i>JR</i>	A38 US 6,411,036 B1	06/26/02	Sanders		
<i>JR</i>	A39 US 6,470,269 B1	10/22/02	Adar et al.		
<i>JR</i>	A40 US 6,487,538 B1	11/26/02	Gupta et al.		
<i>JR</i>	A41 US 6,594,641 B1	07/16/03	Southam		MAR 10 2004
<i>JR</i>	A42 US 2003-0149937 A	08/07/03	McElfresh et al.		
<i>JR</i>	A43 US 2003-0149938 A	08/07/03	McElfresh et al.		

**RECEIVED**

892

Duplicate

892

Duplicate

**GROUP 3600****FOREIGN PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>JR</i>	A44 JP 11316765 A	11/1999	JAPAN		Abstract
<i>JR</i>	A45 WO 99/20486	04/29/99	WIPO		
<i>JR</i>	A46 WO 99/48028	09/23/99	WIPO		
<i>JR</i>	A47 WO 2000/16218	03/23/00	WIPO		
<i>JR</i>	A48 WO 2000/41090	07/13/00	WIPO		

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>		
<i>JR</i>	A49	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, printed from the Internet at: <wysiwyg://bodyframe.3/http://ehost...an Term=%22GOTO%2eCOM%22&fuzzyTerm=>, 2 pages.	
<i>JR</i>	A50	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, printed from the Internet at: <wysiwyg://bodyframe.3/http://ehost...22%20and %20search%2a%20&fuzzyTerm=>, 3 pages.	
<i>JR</i>	A51	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, printed from the Internet at: <wysiwyg://bodyframe.3.http://ehost...22%20and%20search%2a%20&fuzzyTerm=>, 2 pages.	
<i>JR</i>	A52	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, printed from the Internet at: <wysiwyg://bodyframe.3.http://ehost...22%20and%20search%2a%20&fuzzyTerm=>, 2 pages.	

EXAMINER	DATE CONSIDERED
<i>Jane S. McClellan</i>	5/25/04

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

GIF  
MAR 08 2004  
SEARCHED  
SERIALIZED  
INDEXED  
FILED  
USPTO-1449  
PATENT & TRADEMARK OFFICE

FORM PTO-1449 PATENT & TRADEMARK OFFICE		SERIAL NO. 09/765,270	CASE NO. 9623/656
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>		FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
(use several sheets if necessary)		APPLICANT(S): William Gross	

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)		
J	A53	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, printed from the Internet at: <wysiwyg://bodyframe.3.http://ehost...22%20and%20search%2a%20&fuzzyTerm=>, 2 pages.	
J	A54	Database of Corporate ResourceNet, "New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, printed from the Internet at: <wysiwyg://bodyframe.3.http://ehost...22%20and%20search%2a%20&fuzzyTerm=>, 2 pages.	
J	A55	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000, printed from the Internet at: <wysiwyg://bodyframe.3.http://ehost...anTerm=%22GOTO%2eCOM%22&fuzzyTerm=>, 2 pages.	
MAR 10 2004 RECEIVED GROUP 3627	A56	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, printed from the Internet at: <http://time.qpass.com/time/magazine/article/qpass/item.0.10987,,00html?QProd-1&QIID=1..., 1 page.	
MAR 11 2004 RECEIVED GROUP 3627	A57	Database of DialogClassic(m), :Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999, 2 pages	
MAR 11 2004 RECEIVED GROUP 3627	A58	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 199, 5 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A59	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997, 20 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A60	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14. Aug 1987.	
MAR 11 2004 RECEIVED GROUP 3627	A61	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996. 3 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A62	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, Vol. 14, No. 46, Nov. 3, 1997, 3 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A63	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, Vol.16, No.1, Jan. 1998, 3 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A64	Wingfield, Nick, "Another Engine Takes Ads By The Click", printed from the Internet at: http://www.news.com/News/Item/0.4.1387,00/html, May 1996, 3 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A65	Pelline, Jeff "New Search Engine Goes Commercial", by CNET News.com, printed from the Internet at: http://www.news.com/News/Item/0.4.19281,00/html, Feb. 1998, 2 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A66	Wang, Nelson "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, printed from the Internet at: http://www.internetworld.com/print/current/news/19980223-battle.html, Feb. 1998, 2 pages.	
MAR 11 2004 RECEIVED GROUP 3627	A67	Vondr Haar, Steven "Searching For The Highest Bidder", from Inter@active week, printed from the Internet at: http://www.zdnet.com/intweek/daily.980219i.html, Feb. 1998, 2 pages.	

EXAMINER <i>James S. McClellan</i>	DATE CONSIDERED <i>5/15/04</i>
---------------------------------------	-----------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

OIP  
MAR 08 2004  
PATENT & TRADEMARK OFFICE

FORM PTO-1449	SERIAL NO. 09/765,270	CASE NO. 9623/656
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
(use several sheets if necessary)	APPLICANT(S): William Gross	

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	A68	Riedman, Patricia "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998, 1 page.
	A69	Rich, Laura "New Search Engine Allows Sites To Pay Their Way to Top", printed form the Inter at: <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , Feb. 1998, 1 page.
	A70	Mardesich, Jodi "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998, 2 pages.
	A71	Hilty, Wyn "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web-Sites?" printed from the Internet at: <a href="http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html">http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html</a> , March 1998, 3 pages.
	A72	Flynn, Laurie "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998, 1 page.
	A73	Clark, Don "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998, 1 page.
	A74	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998, 1 page.
	A75	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998, 2 pages.
	A76	Glaser, Ken "Who Will GoTo.com", from OnlinePress.com, printed from the Internet, Feb. 1998, 2 pages.
	A77	Mardesic, Jodi "Search Engine Charges Hit Sites", printed from the Internet at: <a href="http://www.sjmercury.com/business/center/goti022198.html">http://www.sjmercury.com/business/center/goti022198.html</a> , Feb. 1998, 2 pages.
	A78	"News Watch About Search Engines", printed form the Internet at: <a href="http://searchenginewatch.com/ness.html">http://searchenginewatch.com/ness.html</a> , Feb. 1998, 2 pages.
	A79	Wang, Nelson "Engines Battle Irrelevance of Results", from Internet World, Feb. 1998, 4 pages.
	A80	Swartz, Jon "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", publish on San Francisco Chronicle, Feb. 1998, printed from the Internet at: <a href="http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/1998/02/21/BU102470.DTL">http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/1998/02/21/BU102470.DTL</a> , 3 pages.
	A81	McWilliams, Brian "Search Engine To Sell Top Positions On Results Lists", PC World Online, February 23, 1998, printed from the Internet at: <a href="http://www.pcworld.com/news/daily/data/0298/....html">http://www.pcworld.com/news/daily/data/0298/....html</a> , 1 page .
	A82	Riedman, Patricia "Search Engine Start Up To Auction Listings", Advertising Age, Feb. 1998, 1 page.
	A83	Alyson, Sasha "Searching The Search Engines", Bacon's, May 1998, 1 page.
	A84	Pelline, Jeff "Pay-for-placement gets another shot", printed from the Internet at: <a href="http://www.newscom./news/item/0,4,19307,00.html">http://www.newscom./news/item/0,4,19307,00.html</a> , Sept. 1997.
	A85	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994, printed form the Internet at: <a href="http://westbrs:8820/bin/gate.exe?f...PTFFull&amp;p-doc-3=&amp;p-doc-4=">http://westbrs:8820/bin/gate.exe?f...PTFFull&amp;p-doc-3=&amp;p-doc-4=</a> , 2 pages.

EXAMINER <i>James S. McChellen</i>	DATE CONSIDERED <i>5/25/04</i>
---------------------------------------	-----------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO 1449

SERIAL NO.

09/765,270

CASE NO.

9623/656

**PATENT  
LIST OF PATENTS AND PUBLICATIONS FOR  
APPLICANT'S INFORMATION DISCLOSURE  
STATEMENT**

(use several sheets if necessary)

FILING DATE

Jan. 18, 2001

GROUP ART UNIT

3627

APPLICANT(S): William Gross

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	A86	Brewer, Jeffrey "Pay-For-Performance: Creating More And Better Value", ClickZ Today, August 18, 1998, printed from the Internet at: wysiwyg://37/http://www.clickz.com, 5 pages.
	A87	Berst, Jesse ZDNet, "Search Sites' Shocking Secret", August 17, 1998, printed from the internet at: http://www.zdnet.com/anchordesk/story/story_2432.html, 2 pages.
	A88	Fisher, Sara "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998, 1 page.
	A89	"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998, 1 page.
	A90	G. David Doran, "Pay to Play", Entrepreneur, July 1998, 1 page.
	A91	Advertising Age-Interactive Daily Homepage; June 8, 1998, printed from the Internet at: http://www.adage.com/interactive/daily/index.html, 2 pages.
	A92	Komando, Kim "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication, 1 page.
	A93	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998, 1 page.
	A94	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998, 1 page.
	A95	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998, 1 page.
	A96	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", printed from the Internet address http://www.adage.com/interactive/mdaily/index.html, 2 pages.
	A97	McWilliams, Brian PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", printed from the Internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html, Feb. 1998, 1 page.
	A98	Swartz, Jon - San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", printed from the Internet address http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL, Fe, 1998, 1 page.
	A99	Wang, Nelson "Engines Battle Irrelevance of Results", printed from the Internet at: http://www.internetworld.com/print/current/news/19980223-battle.html, Feb. 1998, 3 pages.
	A100	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", printed from the Internet address http://www.searchenginewatch.com/news.html, February 23, 1998, 2 pages.
	A101	Mardesich, Jedi "Search Engine Charges Hit Sites", from http://www.sjmercury.com/businrss/center/goto022198.html, Feb. 1998.
	A102	Glaser, Ken "Who Will GoTo.com?", OnlinePress.com, Feb. 1998, 2 pages.
	A103	Pelline, Jeff "New Search Engine Goes Commercial", printed from the Internet at: http://www.news.com/News/Item/0,4,19281,00.html, February 20, 1998, 2 pages.
	A104	"Going, Going...", The Wall Street Journal, Marketplace, April 1998, 1 page.
	A105	Coursey, David "Goursey.com", March 1998, 2 pages.
	A106	Clark, Don "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, Marketplace February 20, 1998, 1 page.

EXAMINER	James S. Mceller	DATE CONSIDERED	5/25/01
----------	------------------	-----------------	---------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTQ 1449

SERIAL NO.

09/765,270

CASE NO.

9623/656

**PATENT TRADES**  
**LIST OF PATENTS AND PUBLICATIONS FOR  
 APPLICANT'S INFORMATION DISCLOSURE  
 STATEMENT**

(use several sheets if necessary)

FILING DATE

Jan. 18, 2001

GROUP ART UNIT

3627

APPLICANT(S): William Gross

**EXAMINER INITIAL****OTHER ART - NON PATENT LITERATURE DOCUMENTS**

(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)

A107	Flynn, Laurie J. "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, Business Day, March 1998, 1 page.	Dupl. A72
A108	Hilty, Wyn OC Weekly byte marks, "GoTo Hell", printed from the Internet at: http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml, March 13, 1998, 3 pages.	Dupl. A71
A109	Mardesich, Jodi "Web Site Operators Pay For Top Billing", The News Herald (Willoughby, OH), March 2, 1998, 2 pages.	Dupl. A70
A110	Rich, Laura Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", printed from the Internet at: http://www.adweek.com/iq/ iqnews02.asp, Feb. 1998. 1 page.	Dupl. Ab 9
A111	Riedman, Patricia "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, 1 page.	Dupl. A69
A112	Vender Haar, Steven ZDNet.com, Inter@ctive Week February 19, 1998, "Searching For The Highest Bidder", printed from the Internet at: http://www.zdnet.com/intweek/daily/980219i.html, February 23, 1998, 2 pages.	Dup. Ab 7
A113	Wang, Nelson "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, printed from the Internet at: http://www.internetwork.com/print/current/news/19980223-battle.html, 3 pages.	Dup. A66
A114	Interactive Week Magazine, Garden City, N.Y. May 25, 1998, 1 page.	Dupl. A65
A115	Pelline, Jeff "New Search Engine Goes Commercial", CNET News.com, printed from the Internet at: http://www.news.com/News/Item/0,4,19281,00.html, Feb. 20, 1998, 2 pages.	
A116	Wingfield, Nick CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", printed from the Internet at: http://www.news.com/News/Item/Textonly/0,25,1635,00.html, July 29, 1999, 2 pages.	Dupl. A64
A117	Wingfield, Nick CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", printed from the Internet at: http://www.news.com/News/Item/0,4,1387,00.html, July 29, 1999, 2 pages.	Dupl. A63
A118	Aguilar, Rose CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", printed from the Internet at: http://www.news.com/News/Item/0,4,1199,00.html, July 29, 1999, 3 pages.	
A119	Lash, Alex CNET News.com, December 11, 1996, "Open Text Updates Tools", printed from the Internet at: http://www.news.com/News/Item/0,4,6118,00.html, July 29, 1999, 3 pages.	
A120	"About SearchUP, Inc.", July 15, 1999, printed from the Internet at: http://www.searchup.com/about.cfm, 2 pages.	
A121	"Testimonials", July 15, 1999, printed from the Internet at: http://www.searchup.com/testimonials.cfm, 2 pages.	
A122	"Benefits", July 15, 1999, printed from the Internet at: http://www.searchup.com/benefits.cfm, 3 pages.	
A123	"Information", July 15, 1999, printed from the Internet at: http://www.searchup.com/information.cfm, 4 pages.	
A124	"Tips & Tricks", July 15, 1999, printed from the Internet at: http://www.searchup.com/tipsandtricks.cfm, 4 pages.	

**EXAMINER**

James S. McClellan

**DATE CONSIDERED**

5/25/04

EXAMINER Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

O I P  
M A R 0 8 2004  
U S P T O  
P A T E N T & T R A M K O F F I C E

FORM PTO-1449 PATENT & TRADEMARK OFFICE	SERIAL NO. 09/765,270	CASE NO. 9623/656
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
(use several sheets if necessary)	APPLICANT(S): William Gross	

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	A125	Correspondence from Bryan Buck, President of SearchUp.com, dated July 7, 1999, 1 page.
	A126	Hansell , Saul "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, 1 page.
	A127	Galore - Super Search Engine, May 21, 1999, printed from the Internet at: <a href="http://www.galore.com/1/mainframe.shtml">http://www.galore.com/1/mainframe.shtml</a> , 7 pages.
	A128	hitsgalore.com Search Engine, May 21, 1999, printed from the Internet at: <a href="http://www.hitsgalore.com">http://www.hitsgalore.com</a> . 8 pages.
	A129	I Seek It "The Next Generation Search Engine", May 21, 1999, printed from the Internet at: <a href="http://www.iseekit.com">http://www.iseekit.com</a> , 6 pages.
	A130	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999, 2 pages.
	A131	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999, 3 pages.
	A132	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999, 2 pages.
	A133	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999, 2 pages.
	A134	SearchUP.com – Internet Directory, Automated Bid Placement System, printed from the Internet at: <a href="http://www.searchup.com/search.cfm">http://www.searchup.com/search.cfm</a> , August 25, 1999, 3 pages.
	A135	SearchUP: URL Position Manager, printed from the Internet at: <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999, 1 page.
	A136	SearchUP: URL Position Manager, printed from the Internet at: <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , August 25, 1999, 4 pages.
	A137	SearchUP: URL Position Manager, printed from the Internet at: <a href="https://www.securearea.net/searchup/addurl.cfm">https://www.securearea.net/searchup/addurl.cfm</a> , August 25, 1999, 5 pages.
	A138	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999, 2 pages.
	A139	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2), 3 pages.
	A140	Fretzen, Jeff "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1), 3 pages.
	A141	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, printed from the Internet at: <a href="http://www.searchenginewatch.com/sereport/9803-to-to-html">http://www.searchenginewatch.com/sereport/9803-to-to-html</a> , 1 page.
	A142	Wingfield, Nick "Engine Sells Results, Draws Fire", June 21, 1996, <a href="http://www.nees.com/News/Item/0,4,1635,00.html">http://www.nees.com/News/Item/0,4,1635,00.html</a> , 2 pages.
	A143	Press release, "Netscape Announces Netscape Directory Server To Deliver Open, Cross-Platform LDAP-Based Directory Services For Locating Online Users and Resources," April 1996, printed from the Internet at: <a href="http://home.netscape.com/newsref/pr/newsrelease126.html">http://home.netscape.com/newsref/pr/newsrelease126.html</a> . 3 pages.
	A144	ClickMail Central directory, printed from the Internet at: <a href="http://www.oneclick.com/server/specs.html">http://www.oneclick.com/server/specs.html</a> , circa April 1996, 4 pages.

EXAMINER	JAMES S. McELLEN	DATE CONSIDERED	5/25/04
----------	------------------	-----------------	---------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449

PATENT &amp; TRADEMARK OFFICE

MAR 08 2004

OPI

LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	SERIAL NO. 09/765,270	CASE NO. 9623/656
	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
(use several sheets if necessary)		APPLICANT(S): William Gross

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)	
	A145	GoTo.com, circa 1998, printed from the Internet at: <a href="http://www.goto.com/d/search-results/html">www.goto.com/d/search-results/html</a> , Aug. 1998 5 pages.
	A146	Northern Light, printed from the Internet at: <a href="http://www.sirocco.northernlight.com">www.sirocco.northernlight.com</a> , June 1998, 11 pages.
	A147	Rich, Laura Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", printed from the Internet at: <a href="http://www.adweek.com/iq/ iqnews02.asp">http://www.adweek.com/iq/ iqnews02.asp</a> , February 23, 1998, 1 page.
	A148	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, dated August 26, 1996, p E1 (2), printed from the Internet at: <a href="http://www.dialog-classic.com/DialogClassic/dialog">http://www.dialog-classic.com/DialogClassic/dialog</a> , 4 pages.
	A149	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, printed from the Internet at: <a href="http://www.o-a.com/archive/1996/june.0021.html">http://www.o-a.com/archive/1996/june.0021.html</a> , printed 09/28/01, 5 pages.
	A150	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at <a href="http://www.dialogclassic.com/main.vingw">http://www.dialogclassic.com/main.vingw</a> , 2 pages.
	A151	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
	A152	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
	A153	DoubleClick TestIt!, obtained at the internet address: <a href="http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm">http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm</a> , dated 10/16/2002, 4 pages.
	A154	DoubleClick Frequently Asked Questions, obtained at the internet address: <a href="http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm">http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm</a> , dated 10/16/2002, 5 pages.
	A155	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
	A156	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com, titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: <a href="http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com">http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com</a> , on 12/19/02, 1 page.
	A157	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
	A158	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , 3 pages.
	A159	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , pp. 63-66 pages.

EXAMINER

James S. Mclellan

DATE CONSIDERED

5/25/04

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

OIA  
MAP 0 8 2004  
PATENT & TRADEMARK OFFICE

FORM PTO-1449	SERIAL NO. 09/765,270	CASE NO. 9623/656
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE Jan. 18, 2001	GROUP ART UNIT 3627
(use several sheets if necessary)	APPLICANT(S): William Gross	

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <i>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</i>	
JG	A160	Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: <a href="http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm">http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm</a> , printed on 12/19/02, 2 pages.
JG	A161	Help on Making Queries – Search by Company or Product, obtained at the internet address: <a href="http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm">http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm</a> , printed on 12/19/02, 4 pages.
JG	A162	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: <a href="http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html">http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html</a> , printed on 12/19/02, 2 pages.
	A163	Ebay – Your Personal Trading Community, Seller Service Listings, dated April 28, 1999, printed from the Internet at: <a href="http://web.archive.org/web/19990428111841/www.ebay.com/">http://web.archive.org/web/19990428111841/www.ebay.com/</a> , 19 pages

Duplicate  
802

GROUP 3600

RECEIVED

MAR 10 2004

EXAMINER <i>James S. McClellan</i>	DATE CONSIDERED <i>5/25/04</i>
---------------------------------------	-----------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.